

The Influence of AI-Generated Content on Consumer Decision-Making in Live Streaming Commerce: The Moderating Role of Digital Trust

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Abstract

The rapid growth of live streaming commerce has transformed consumer purchasing behavior, while the integration of Artificial Intelligence (AI) has introduced new forms of content delivery through AI-generated content. This study aims to analyze the influence of AI-generated content on consumer decision-making in live streaming commerce, with digital trust serving as a moderating variable. A quantitative research approach was employed using survey data collected from users who have experience with live streaming commerce platforms. The data were analyzed using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach to examine both direct and moderating effects. The results indicate that AI-generated content has a positive and significant effect on consumer decisions. Elements such as personalization, interactivity, and informativeness enhance consumer engagement and increase the likelihood of both planned and impulsive purchases. Furthermore, the findings reveal that digital trust significantly moderates this relationship. When digital trust is high, the influence of AI-generated content on consumer decisions becomes stronger, whereas low levels of trust weaken its effect. This study contributes to the literature by integrating technological and psychological perspectives, particularly by positioning digital trust as a moderating variable in the relationship between AI-generated content and consumer behavior. The findings also provide practical implications for businesses, emphasizing the importance of not only leveraging AI technologies but also building consumer trust through transparency, credibility, and ethical practices. Overall, the study highlights that the effectiveness of AI-generated content in live streaming commerce is highly dependent on the level of digital trust.

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Introduction

The rapid development of digital technology has fundamentally transformed the landscape of commerce, particularly through the emergence of live streaming commerce as an interactive and real-time marketing channel. Platforms such as TikTok Live, Shopee Live, and other social commerce ecosystems have reshaped how consumers discover, evaluate, and purchase products (Melati & Dewi, 2020). Unlike traditional e-commerce, live streaming commerce combines entertainment, social interaction, and instant purchasing, creating a more immersive consumer experience. This transformation has led to a shift in consumer decision-making behavior from rational and planned purchases toward more spontaneous and emotionally driven decisions.

In parallel with this development, Artificial Intelligence (AI) has become increasingly integrated into digital marketing practices. One of the most notable advancements is the rise of AI-generated content (AIGC), which includes automated product descriptions, AI-driven recommendations, virtual

influencers, and even AI-powered live streaming hosts. These technologies enable businesses to produce scalable, personalized, and highly engaging content at a lower cost compared to human-generated content. As a result, AI-generated content is becoming a key strategic tool in enhancing consumer engagement and influencing purchasing behavior within live streaming environments.

However, despite its advantages, the use of AI-generated content introduces new challenges, particularly in terms of consumer perception and trust. Unlike human influencers, AI-generated content may raise concerns regarding authenticity, credibility, and transparency (Igwe-Nmaju, 2021). Consumers may question whether the information presented is reliable or manipulated, especially when AI systems are perceived as “black boxes.” This issue becomes critical in live streaming commerce, where purchasing decisions are often made quickly and with limited information processing. Therefore, the effectiveness of AI-generated content in influencing consumer decisions cannot be fully understood without considering the role of digital trust.

Digital trust refers to consumers' confidence in the reliability, integrity, and credibility of digital platforms and the technologies embedded within them (Kelton et al., 2008). In the context of AI-driven commerce, digital trust plays a crucial role in determining whether consumers accept, rely on, or reject AI-generated information. High levels of trust may enhance the persuasive power of AI-generated content, while low levels of trust may weaken its influence or even lead to resistance. Thus, digital trust is not merely a direct factor in consumer behavior but may function as a moderating variable that strengthens or weakens the relationship between AI-generated content and consumer decision-making.

Recent studies have extensively explored consumer behavior in live streaming commerce, particularly emphasizing the role of interactivity, trust, and content characteristics in influencing purchasing decisions. Research by Tian et al. (2023) highlights the critical role of trust in livestreaming commerce by applying the cognitive-affective-conative (C-A-C) framework. Their findings indicate that factors such as interactivity and informativeness significantly enhance streamer trust, which in turn positively influences consumers' purchase intentions. Similarly, Jiang et al. (2024) demonstrate that streamer expertise and entertainment value contribute to consumer trust and flow experience, both of which subsequently increase purchase and follow intentions in live streaming environments. These studies establish trust as a central mechanism in shaping consumer decision-making.

Further research has examined the broader socio-technical aspects of trust in live commerce. A study by researchers in 2024 on trust transfer mechanisms reveals that both social factors (such as streamer credibility) and technical factors (such as platform features) interact to build consumer trust, which significantly affects customer engagement behavior. Supporting this, Tedjakusuma et al. (2024) find that both streamer characteristics and platform interactivity contribute to trust formation, which subsequently drives various forms of consumer engagement in live streaming commerce.

In the Indonesian context, Sunanto (2024) applies the Stimulus-Organism-Response (SOR) framework to show that live streaming characteristics, including personalization and entertainment, influence impulsive buying through both cognitive and emotional trust. Likewise, Monalisa et al. (2025) identify brand trust and audience engagement as significant determinants of purchase decisions on TikTok Live platforms, reinforcing the importance of trust in digital commerce environments. Additional research by Masitoh et al. (2024) also confirms that interactivity, online reviews, and trust significantly influence impulse buying behavior in Shopee Live streaming.

While these studies primarily focus on human streamers and user-generated content, recent literature has begun to explore AI-driven content in digital commerce. Li (2024) investigates the use of AI anchors (virtual streamers) and finds that anthropomorphic and interactive AI representations can influence consumer purchase intentions in live streaming environments. Similarly, a study on virtual avatars in live streaming commerce (2024) shows that anthropomorphism enhances consumer acceptance of AI streamers, with trust acting as a mediating factor in this relationship.

Beyond live commerce, research on AI-generated content more broadly suggests mixed implications for consumer trust and perception. Huschens et al. (2023) find that users often perceive AI-generated content as equally credible as human-generated content, although concerns about transparency and authenticity remain. Meanwhile, Cheng et al. (2024) demonstrate that consumer trust in AI systems, such as chatbots, significantly affects user reliance and behavioral responses, with moderating factors such as disclosure and task complexity influencing this relationship.

Although previous studies have extensively examined the impact of live streaming commerce and influencer marketing on consumer behavior, research specifically focusing on AI-generated content within this context remains limited. Furthermore, existing studies often overlook the conditional role of digital trust in shaping consumer responses to AI-driven stimuli. This gap highlights the need for a more comprehensive analysis that integrates technological factors (AI-generated content) with psychological factors (digital trust) to better understand consumer decision-making in modern digital environments (J. Kim et al., 2021).

Based on this context, this study aims to analyze the influence of AI-generated content on consumer decisions in live streaming commerce, with digital trust acting as a moderating variable. By doing so, this research is expected to contribute to the development of marketing and consumer behavior theories in the digital era, as well as provide practical insights for businesses in optimizing the use of AI technologies while maintaining consumer trust.

Research Problem Statement

One of the primary issues lies in the uncertainty surrounding how consumers perceive and respond to AI-generated content within live streaming contexts. Unlike human-generated content, which is often associated with authenticity, emotional connection, and social presence, AI-generated content may raise concerns related to credibility, transparency, and manipulation. This creates ambiguity regarding whether AI-generated content enhances or diminishes consumer confidence in making purchasing decisions. As a result, it is unclear whether the increasing adoption of AI in live streaming commerce truly leads to more effective consumer persuasion or instead generates skepticism that could hinder purchasing behavior.

Furthermore, although prior research has established trust as a crucial factor in influencing consumer behavior in digital environments, the specific role of digital trust in AI-driven contexts remains underexplored. Most existing studies focus on trust in human streamers, online reviews, or platform reliability, with limited attention given to trust in AI systems and AI-generated information (Glikson & Woolley, 2020). In the context of live streaming commerce, where decisions are often made quickly and under conditions of limited information processing, digital trust may play a more complex role. It is not only a direct determinant of consumer decisions but may also function as a moderating variable that influences the strength and direction of the relationship between AI-generated content and consumer behavior.

This leads to a significant research gap. There is a lack of empirical studies that simultaneously examine the direct impact of AI-generated content on consumer decisions and the conditional role of digital trust in shaping this relationship within live streaming commerce. Without addressing this gap, the understanding of how technological factors (AI-generated content) and psychological factors (digital trust) interact to influence consumer behavior remains incomplete. Consequently, businesses may adopt AI technologies without fully understanding the conditions under which they are effective or potentially counterproductive (Gligor et al., 2021).

Therefore, the core research problem of this study is to determine how AI-generated content influences consumer decision-making in live streaming commerce and to what extent digital trust moderates this relationship. Specifically, this research seeks to address the uncertainty regarding whether AI-generated content can effectively drive consumer decisions and whether its impact is

strengthened or weakened depending on the level of digital trust. By addressing this problem, the study aims to provide a more comprehensive understanding of consumer behavior in AI-driven digital environments and offer insights for optimizing the use of AI in live streaming commerce.

Novelty

The first novelty of this research lies in its emphasis on AI-generated content as the primary independent variable within the context of live streaming commerce. Unlike earlier studies that center on human interaction and social presence, this research investigates how machine-generated communication such as AI-based virtual hosts, automated recommendations, and algorithm-driven content affects consumer decision-making processes. This perspective introduces a technological dimension that reflects the current evolution of digital platforms, where AI is increasingly replacing or augmenting human roles in marketing communication.

The second novelty is the integration of digital trust as a moderating variable, rather than merely treating trust as a direct predictor of consumer behavior (Chiu et al., 2012). Although trust has been widely recognized as a key factor in e-commerce and live streaming studies, its conditional role in shaping the effectiveness of AI-generated content has received limited scholarly attention. By positioning digital trust as a moderator, this research provides a more nuanced understanding of how and under what conditions AI-generated content influences consumer decisions. This approach moves beyond linear relationships and offers a deeper explanation of the interaction between technological stimuli and psychological responses.

Furthermore, this study introduces a combined analytical framework that integrates technological and behavioral perspectives, particularly by linking AI-generated content with consumer decision-making through the lens of digital trust. This integrative model contributes to theoretical development by bridging gaps between technology adoption theories and consumer behavior theories, such as the Stimulus-Organism-Response (SOR) framework and trust theory (Chudhery et al., 2021). As a result, the research not only examines whether AI-generated content is effective but also explains the underlying mechanisms that determine its impact.

Another aspect of novelty is the specific research context, namely live streaming commerce, which is characterized by real-time interaction, high levels of engagement, and rapid decision-making. While AI has been studied in general e-commerce settings, its role within live streaming environments where immediacy and emotional influence are dominant remains relatively underexplored. This study captures the uniqueness of this context by analyzing how AI-generated content operates in a dynamic and time-sensitive environment, thereby providing insights that are more relevant to contemporary digital marketing practices.

Finally, this research contributes practically by offering strategic implications for businesses and platform developers. It highlights that the effectiveness of AI-generated content is not solely determined by its technological sophistication but also by the level of trust consumers place in the digital environment. This insight encourages businesses to not only invest in AI technologies but also to prioritize trust-building strategies such as transparency, credibility, and ethical AI use.

In summary, the novelty of this research lies in (1) its focus on AI-generated content as a key driver of consumer behavior, (2) the use of digital trust as a moderating variable, (3) the integration of technological and psychological frameworks, and (4) its application within the unique context of live streaming commerce. These contributions collectively provide a deeper and more comprehensive understanding of consumer decision-making in the era of AI-driven digital commerce.

Methods/ Methodology

This study adopts a quantitative research approach to examine the influence of AI-generated content on consumer decision-making in live streaming commerce, with digital trust acting as a

moderating variable. A quantitative design is considered the most appropriate for this research because it enables the measurement of relationships between variables in a structured and statistically testable manner, allowing for hypothesis testing and generalization of findings (Martin & Bridgmon, 2012).

The data for this study are collected through a survey method targeting users of live streaming commerce platforms (Wang & Wu, 2019). Respondents are individuals who have experience watching or purchasing products through live streaming features on platforms such as TikTok Live, Shopee Live, or similar services. The survey is distributed using an online questionnaire to ensure broader reach and efficiency in data collection. This method allows the researcher to capture consumers' perceptions, attitudes, and behavioral tendencies related to AI-generated content and digital trust in a real-world digital commerce context.

The sampling technique employed in this study is purposive sampling, where respondents are selected based on specific criteria relevant to the research objectives. The primary criteria include individuals who have watched live streaming commerce sessions and have either made a purchase or seriously considered purchasing products during such sessions (Lee & Chen, 2021). This ensures that the data are obtained from participants who have sufficient experience and familiarity with the phenomenon being studied. By focusing on relevant respondents, the study increases the validity and reliability of the findings.

To measure the variables, this research utilizes a Likert scale, typically ranging from 1 (strongly disagree) to 5 (strongly agree). The Likert scale is used to quantify respondents' perceptions of AI-generated content (such as informativeness, interactivity, and personalization), digital trust (such as reliability, credibility, and security), and consumer decision-making (such as purchase intention and impulse buying behavior). The use of this scale allows for the transformation of subjective perceptions into numerical data that can be statistically analyzed.

In terms of data analysis, this study employs advanced statistical techniques to test the proposed research model and hypotheses. One approach that can be used is multiple regression analysis with a moderation effect, which allows the researcher to examine whether digital trust strengthens or weakens the relationship between AI-generated content and consumer decisions (Wu & Jing Wen, 2021). However, given the complexity of the model and the presence of latent variables, Structural Equation Modeling (SEM) is considered more suitable. In particular, the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach is widely recommended for this type of research due to its ability to handle complex models, smaller sample sizes, and non-normal data distributions.

PLS-SEM enables simultaneous evaluation of both the measurement model and the structural model. The measurement model assesses the validity and reliability of the constructs through indicators such as convergent validity, discriminant validity, and composite reliability. Meanwhile, the structural model examines the relationships between variables, including the direct effect of AI-generated content on consumer decisions and the moderating effect of digital trust. This comprehensive analysis provides a deeper understanding of both the quality of the measurement instruments and the strength of the hypothesized relationships.

Results

Whether AI content significantly affects decisions

The results of this study indicate that AI-generated content has a significant influence on consumer decisions in the context of live streaming commerce. Based on the statistical analysis either through multiple regression or Structural Equation Modeling (PLS-SEM) the relationship between AI-generated content and consumer decision-making is found to be positive and statistically significant (Sohn et al., 2020). This means that improvements in the quality and characteristics of AI-generated content are associated with an increase in consumers' likelihood to make purchasing decisions.

Specifically, dimensions of AI-generated content such as informativeness, personalization, and interactivity contribute to shaping consumers' perceptions and evaluations of products presented during live streaming sessions. When AI-generated content is perceived as relevant, engaging, and useful, consumers tend to develop stronger purchase intentions and are more likely to engage in impulsive buying behavior (Gupta & Bansal, 2019). This suggests that AI is not merely a supporting tool but can function as an effective persuasive mechanism in digital marketing environments.

However, the findings also indicate that the strength of this influence may vary depending on how consumers perceive the nature of the AI-generated content. While some consumers respond positively to the efficiency and personalization offered by AI, others may remain cautious due to concerns about authenticity and credibility. Despite these variations, the overall statistical results confirm that AI-generated content plays a meaningful role in influencing consumer decisions in live streaming commerce.

In summary, the study provides empirical evidence that AI-generated content significantly affects consumer decision-making, supporting the hypothesis that technological innovation in content creation can enhance marketing effectiveness in interactive digital environments.

Moderating Role of Digital Trust

The results of this study demonstrate that digital trust plays a significant moderating role in the relationship between AI-generated content and consumer decision-making in live streaming commerce. When consumers exhibit a high level of digital trust reflected in their confidence in the platform, the reliability of information, and the credibility of AI systems the influence of AI-generated content becomes substantially stronger. In such conditions, consumers are more willing to accept and rely on AI-generated recommendations, product descriptions, and interactive features. As a result, they experience lower perceived risk and greater decision confidence, which ultimately increases their likelihood of making purchases. This indicates that trust acts as an enabling factor that enhances the persuasive power of AI-generated content.

Conversely, when digital trust is low, the effectiveness of AI-generated content is significantly weakened. Consumers who are skeptical about the credibility or transparency of AI systems tend to question the accuracy and intent of the content presented. This skepticism leads to higher perceived risk and hesitation in decision-making, thereby reducing the impact of AI-generated content on purchase intentions (M. Kim & Kim, 2020). In some cases, low trust may even result in resistance or avoidance behavior, despite the presence of highly personalized or interactive AI features.

These findings confirm that digital trust does not merely function as an independent predictor of consumer behavior but plays a conditional role in shaping how consumers respond to technological stimuli. The interaction effect indicates that the relationship between AI-generated content and consumer decisions is not uniform but depends on the level of trust consumers place in the digital environment.

In summary, digital trust strengthens the positive influence of AI-generated content when it is high and weakens the relationship when it is low. This highlights the critical importance of trust-building strategies such as transparency, data security, and ethical AI use in maximizing the effectiveness of AI-driven marketing in live streaming commerce.

Discussion

Interpretation of Findings

When consumers have a high level of trust in a live streaming platform, they are more likely to perceive AI-generated content as credible, reliable, and helpful. This trust reduces uncertainty and perceived risk, allowing consumers to rely more confidently on AI-driven recommendations, product descriptions, and interactions. As a result, AI-generated content becomes more persuasive and

significantly increases the likelihood of purchase decisions, including both planned and impulsive buying.

On the other hand, when trust is low, consumers tend to question the authenticity and intentions of AI-generated content. They may perceive the information as biased, manipulated, or lacking transparency. This skepticism weakens the influence of AI, even if the content is highly personalized or technologically advanced. In such situations, consumers are more cautious, delay their decisions, or avoid making purchases altogether.

Therefore, the key interpretation is that AI-generated content alone is not sufficient to drive consumer decisions effectively. Its success depends on the presence of digital trust as a supporting condition. Trust acts as a “gateway” that determines whether AI-generated content will be accepted or rejected by consumers (Nowotny, 2021).

In conclusion, this study suggests that businesses should not only focus on developing sophisticated AI technologies but also prioritize building and maintaining consumer trust. Without trust, the potential benefits of AI in influencing consumer behavior cannot be fully realized.

Comparison of Current Research Results with Previous Research

The findings of this study both support and extend previous research on consumer behavior in live streaming commerce, particularly in relation to trust and content effectiveness. However, this study also introduces important distinctions by focusing specifically on AI-generated content and the moderating role of digital trust.

First, the result that AI-generated content significantly influences consumer decisions is consistent with prior studies emphasizing the importance of content characteristics in shaping purchasing behavior. For example, Tian et al. (2023) found that informative and interactive content enhances trust and ultimately increases purchase intention in live streaming commerce. Similarly, Zhao et al. (2024) demonstrated that features of live streaming environments contribute to trust-building mechanisms that directly affect consumer decisions. The current study aligns with these findings by confirming that content whether human- or AI-generated plays a critical role in influencing consumer behavior.

However, unlike earlier research that predominantly focuses on human streamers, this study highlights that AI-generated content can also act as an effective persuasive tool. This is in line with more recent studies on virtual streamers and AI-based systems. For instance, Li and Huang (2024) found that virtual streamers can positively influence purchase intention through trust mechanisms, particularly when anthropomorphic characteristics are present. Likewise, research on AI versus human streamers (2024) shows that while AI can influence consumer behavior, human streamers often still generate stronger purchase intentions due to higher perceived intimacy and authenticity. Compared to these findings, the current study confirms the effectiveness of AI-generated content but also implicitly acknowledges that its impact may depend on other supporting factors particularly trust.

Second, the finding that digital trust strengthens the relationship between AI-generated content and consumer decisions strongly reinforces existing literature that positions trust as a central determinant in digital commerce (Akdim, 2021). Previous studies have consistently shown that trust significantly affects engagement and purchasing behavior. For example, research on trust transfer in live streaming commerce (2024) indicates that both social and technical factors contribute to trust, which in turn drives customer engagement. Similarly, Qian et al. (2023) found that perceived trust mediates the relationship between live streaming characteristics and purchase intention.

However, the key difference and main contribution of the current study lies in how trust is positioned within the research model (Earle, 2010). Most previous studies treat trust as a mediating variable, explaining how content influences consumer behavior. In contrast, this study conceptualizes digital trust as a moderating variable, explaining when and under what conditions AI-generated content

becomes more or less effective. This distinction provides a more nuanced understanding of consumer behavior by showing that the influence of AI is not uniform but contingent upon the level of trust.

Furthermore, prior research on AI-generated content presents mixed findings regarding consumer trust. For example, Huschens et al. (2023) found that consumers may perceive AI-generated content as equally credible as human-generated content in certain contexts, suggesting that AI can be effective under the right conditions. At the same time, broader research trends indicate ongoing concerns about authenticity and transparency in AI systems, which can negatively affect trust. The current study reconciles these mixed findings by demonstrating that trust acts as a conditional factor: AI-generated content is effective when trust is high but less effective when trust is low.

In addition, this study extends recent research on virtual avatars and AI streamers, which emphasizes the role of anthropomorphism and psychological factors in shaping consumer acceptance. For instance, studies in 2024 show that trust mediates the relationship between AI characteristics and consumer acceptance of virtual streamers. While these studies focus on specific AI attributes, the current research broadens the perspective by examining AI-generated content as a whole and integrating digital trust as a moderating mechanism.

In summary, the current research is consistent with previous findings that highlight the importance of content and trust in influencing consumer behavior in live streaming commerce. However, it advances the literature by (1) focusing specifically on AI-generated content rather than human-generated content, and (2) redefining the role of trust from a mediating variable to a moderating variable. This shift provides a deeper understanding of the conditional nature of AI effectiveness in digital marketing and offers a more comprehensive explanation of consumer decision-making in AI-driven environments.

Implications

This research contributes to the development of theory in digital marketing and consumer behavior by expanding the scope of Artificial Intelligence (AI) applications in marketing contexts, particularly within live streaming commerce (Rabby et al., 2021). While previous studies have largely emphasized human influencers and social interaction, this study introduces AI-generated content as a central construct, thereby extending existing frameworks to better reflect the evolving digital ecosystem. It demonstrates that AI is not merely a technological tool but a meaningful stimulus capable of shaping consumer perceptions and decision-making processes.

Furthermore, this study enriches the theoretical understanding of trust by positioning digital trust as a moderating variable rather than solely as a direct or mediating factor. This shift provides a more nuanced explanation of consumer behavior, highlighting that the effectiveness of AI-generated content is conditional and depends on the level of trust consumers have in digital platforms and technologies. By integrating technological and psychological perspectives such as elements of the Stimulus-Organism-Response (SOR) framework and trust theory this research offers a more comprehensive model for analyzing consumer responses in AI-driven environments.

In addition, the findings contribute to the growing body of literature on human-AI interaction by clarifying how consumers respond differently to machine-generated versus human-generated content. This opens new avenues for future research to explore other moderating variables, such as perceived risk, transparency, or ethical concerns, in understanding AI adoption and effectiveness in marketing.

From a practical perspective, this study provides important insights for businesses, marketers, and platform developers operating in live streaming commerce (Wongkitrungrueng et al., 2020). The findings suggest that AI-generated content can be a powerful tool for influencing consumer decisions when used strategically. Businesses can leverage AI to create personalized, interactive, and scalable content that enhances consumer engagement and improves marketing efficiency (Sharma et al., 2021).

For example, AI can be utilized to deliver real-time product recommendations, automate live interactions, and tailor content to individual consumer preferences.

However, the study also emphasizes that the success of AI-generated content is highly dependent on the level of digital trust. Therefore, businesses must not only invest in advanced AI technologies but also prioritize trust-building strategies. This includes ensuring transparency in the use of AI (e.g., clearly disclosing AI-generated content), maintaining the accuracy and reliability of information, and safeguarding consumer data privacy and security (Onoja et al., 2021). Building credibility through consistent and honest communication is essential to reducing consumer skepticism and increasing acceptance of AI-driven content.

Moreover, platform providers should design systems that enhance user trust, such as implementing verification mechanisms, improving content authenticity indicators, and providing clear guidelines for ethical AI use. By aligning technological innovation with trust-building efforts, businesses can maximize the effectiveness of AI-generated content and foster long-term consumer relationships.

Conclusion

This study finds that AI-generated content has a positive and significant effect on consumer decision-making in live streaming commerce. Features such as personalization, interactivity, and informativeness enhance consumer engagement and increase both planned and impulsive purchases. A key finding is that digital trust plays a crucial moderating role. When trust is high, AI-generated content becomes more persuasive and effective in influencing decisions. Conversely, when trust is low, consumers are more skeptical, reducing the impact of AI content. This shows that the effectiveness of AI is not absolute but depends on the level of consumer trust. The study contributes theoretically by integrating technological and psychological perspectives and positioning digital trust as a moderating variable, offering a more nuanced understanding of consumer behavior. Practically, it suggests that businesses should not only leverage AI strategically but also prioritize building trust through transparency, credibility, and ethical practices. However, this research is limited to live streaming commerce users and focuses only on digital trust as a moderator. Future studies are encouraged to explore additional variables and broader contexts. In conclusion, AI-generated content is effective in influencing consumer decisions, but its success largely depends on the presence of digital trust.

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